

# TURBO FIRE®

## INTENSE CARDIO CONDITIONING

### 90-Day Weight Loss and Body Slimming Program



#### What is TurboFire®?

**TurboFire** is a total-body conditioning program designed to give you the best experience and the fastest results—lean legs, sculpted arms, and flat abs. This program is packed with kickboxing drills, aerobic exercises, and dance moves perfectly choreographed to the hottest music to help motivate you to have the best workout possible. It's the maximum fat-burning cardio revolution that puts you front and center at the head of the class for the best results. Your instructor is the highly sought-after, award-winning fitness expert Chalene Johnson, creator of other successful programs like Turbo Jam and ChaLEAN Extreme®.

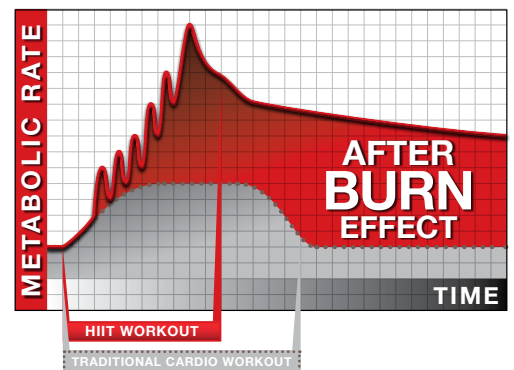
#### Why is it effective?

The science behind TurboFire is High Intensity Interval Training (HIIT) also known as "Fire Drills" where you **burn up to 9x more fat and calories than traditional cardio**. HIIT means working out at your max in up to 1-minute intervals. As a result, your body burns more fat and calories. Even after you're done with class, your body continues to burn calories for up to 48 hours. This means 4 minutes of HIIT can be more effective than 30 to 45 minutes on a treadmill or stair climber.

#### How does it work?

Exercising at your max in short (less than 1 minute) intervals improves aerobic and anaerobic energy release and cranks up your body's metabolism to burn calories faster. So you burn more stored body fat to help you recover from the workout.

This occurs because the intense intervals fatigue your muscle groups. In turn, your body works overtime to replenish the tired muscles with oxygen, creating the **AfterBurn Effect**, which can scorch calories for up to 48 hours after you've finished class.



*The AfterBurn Effect means you actually continue to burn calories for hours after your workout is over.*

#### Network Exclusive Workouts

Your customers get these additional bonus workouts (\$29.95 value) for FREE when they order TurboFire from you.

**Ab Igniter** – This seriously intense 10-minute workout is filled with advanced options that isolate your core muscles to help build a strong six-pack.

**Greatest HIITs** – A 20-minute compilation of all the best TurboFire HIIT drills that challenge you to scorch maximum calories.



## Product Training Guide



### Chalene Johnson is your class instructor.

A *New York Times* best-selling author, Chalene is a devoted mother of two. With 20 years of experience as one of the most popular fitness instructors in the nation, Chalene has learned that a class setting encourages the excitement and energy you need to get the most out of your workout. Now she's bringing that same experience to your home. Unlike her Turbo classes in Southern California, you won't need to make a reservation or stand in line for an hour. Chalene's already saved the best spot in class for you. Anytime you want to turn up the burn, just Push Play.

### What makes TurboFire unique?

TurboFire is a dance-based workout set to the hottest music that pushes you beyond your limits every time. More intense than Turbo Jam®, it can be used as a graduate program for Turbo lovers. Other extreme programs, like ChaLEAN Extreme and P90X®, focus on building muscle and burning fat through weight training. TurboFire, along with its HIIT training, helps you achieve your maximum transformation faster than any other cardio program. And unlike INSANITY®, the TurboFire program can be repeated indefinitely.

### — RETAILING TIPS —

Who to target:	Why TurboFire?
People who want to lose weight and scorch off fat	TurboFire is up to 9x more effective than traditional cardio, so you burn more in less time.
People who want a lean, fit body	Packed with up to 1-minute intervals of high-intensity Fire Drills, these moves help push you to jump higher, work harder, and see results faster.
Fans of Chalene's Turbo Jam	TurboFire is Chalene's next-generation cardio program, set to the best music with even more intense moves.
People who are tired of traditional cardio and aren't seeing results anymore	TurboFire pushes you past your limits with HIIT so you can continue to lose weight.
People who want to improve their current fitness levels gradually	Prepares you for the high intensity levels of Fire Drills, while you learn the routines at your own pace.

### Equipment needs

The TurboFire Base Kit comes with the Thigh Firming Band and Toning Band with Handles.

### Cross-selling suggestions

Your customers can make their TurboFire workouts more effective and challenging with these other Beachbody® products.

#### Accessories:

- Turbo Sculpting Gloves
- Jump Mat
- TurboTracker Journal



#### Nutritionals:

- Shakeology® – gives customers proper nutrition to fuel the fire and keep the AfterBurn Effect going.
- Results and Recovery Formula®
- ActiVit® Multivitamins



### Advancing to the next level

After completing TurboFire, see continued results with:

- TurboFire Advanced Classes
- TurboFire and ChaLEAN Extreme hybrid program.



## Product Training Guide



BASE KIT:	WHAT'S THE BENEFIT:
<b>Workouts</b>	
14 classes on 10 DVDs (approx. 30 minutes a day)	<ul style="list-style-type: none"> <li>Gets you fit and lean with Turbo-charged classes that burn up to 9x more calories and fat</li> </ul>
<b>Resources</b>	
Get Fired Up DVD	<ul style="list-style-type: none"> <li>New to class? Chalene Johnson guides you with tools and tips on how to achieve the best results.</li> </ul>
Fire Starter Class	<ul style="list-style-type: none"> <li>Chalene breaks down each TurboFire move. This helps beginners start off on the right foot and fanatics perfect their form.</li> </ul>
<i>Fuel the Fire</i> Nutrition Guide	<ul style="list-style-type: none"> <li>Gives you tips, healthy snack ideas, and easy-to-prepare recipes to help maintain high energy levels while you train and slim down.</li> </ul>
<i>Turn Up the Burn</i> Fitness Guide	<ul style="list-style-type: none"> <li>Explains how to use the program and why HIIT really works.</li> </ul>
TurboFire Class Schedule	<ul style="list-style-type: none"> <li>Takes the guesswork out of when or how long you should be working out to help you get the best results.</li> </ul>
5-Day Inferno Plan	<ul style="list-style-type: none"> <li>This optional plan kick-starts the TurboFire program in just 5 days and gets you into the rhythm of a healthier diet and your new Class Schedule.</li> </ul>
Toning Band with Handles	<ul style="list-style-type: none"> <li>Get lean curves from your legs all the way up to your arms.</li> </ul>
Thigh Firming Band	<ul style="list-style-type: none"> <li>Use it to add muscle definition without the bulk and help you burn fat and tone lean muscle faster.</li> </ul>
<b>TURBOFIRE ADVANCED CLASSES:</b> Blast even more fat faster with 5 advanced classes on 4 DVDs. Plus you'll get the Jump Mat, Turbo Sculpting Gloves, and TurboTracker Journal to track your progress.	

### Coach tools

Beachbody provides all the tools you need to get your customers hooked on TurboFire:

- FAQ
- Talking points
- Sample Facebook® and Twitter® posts
- Sample email
- Ad banners for your personal Web site
- Official banners on Coach Web site
- Facebook badge



PRODUCT INFO	TBB
Retail Price	\$119.70
Club Price	\$107.73
Coach Price	\$89.78
Volume Points	90

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